Ashwin Mohan

USER EXPERIENCE & SERVICE DESIGNER

@ theashwinmohan96@gmail.com   (626)240-9706

🌐 www.theashwinmohan.com   🔗 linked.com/in/ashwin-mohan-880406115

EXPERIENCE

Product Designer
Automotus Inc.
March 2022 - April 2024 • 2 yrs 2 mos

- Successfully shipped three products (two 0-1 products), & two spotlight features, employing a human-centered-design process & systems thinking.
- Increased conversion rate of the driver facing payment's product by 19% by identifying pain points & translating insights from usability studies into better user flows that follow proven mental models and intuitive design patterns.
- Addressed critical accessibility issues with the driver-curb experience, consequently boosting acquisition by 7% by A/B testing policy compliant design changes.
- Collaborated with internal tools product manager to optimize the current engineering workflow and reduced scoping & design time by leveraging task analysis and participatory design methods.
- Co-developed the first version of a flagship B2G feature - real time occupancy map, through iterative ideation, rigorous brainstorm, rapid prototyping, and testing while navigating feasibility and development constraints.
- Assumed PM responsibilities during layoffs, and quickly adapted to ensure continuity in product development; handled business, technical, and support challenges.
- Implemented a collaborative design & hand-off process as it was a major gap in the product development pipeline, and created a robust design system
- Established ethnographic research cycles within product development and conducted 3 field studies, facilitated 20+ interviews, focus groups, and multiple workshops involving diverse stakeholders to foster cross-functional collaboration.

UX Designer II
Digital Align Inc.
September 2021 - March 2022 • 7 mos

- Identified gaps in customer journey across Digital Align's portal and communicated unmet user needs to senior leadership.
- Developed new user flows and navigation models, optimizing click-through by 26%.
- Prototyped key features and conducted A/B tests, and heuristic analysis.

Design Strategy - Contract
Waymo LLC
September 2019 - December 2019 • 4 mos

- Led a team of 4, and facilitated insight & opportunity synthesis from user journeys, interviews, and field observations.
- Conceptualized 2 design strategies which in-turn guided ideation & design exploration.
- Designed an end-to-end experience through future journey maps & storyboards
- Influenced final concept development and 3D modeling of the product package.
- Pitched and sold our team's IP; currently under NDA.

UX Researcher - Contract
Los Angeles Metro
May 2019 - Aug 2019 • 4 mos

- Supported design research where I mapped pain points, user needs, and visual data to facilitate insight and opportunity generation.
- Resolved rider drop-out by designing strategic and intuitive interaction touch points in the user journey, and illustrated a seamless experience through story boarding.
- Co-developed underlying systems and solutions using wireframes, flow-charts, and service blueprints.
- Supported my team in resolving workflow backlogs by undertaking different roles.

+ 3 more experiences

EDUCATION

ArtCenter College of Design
Master of Science in Transportation Systems and Design
September 2018 - August 2021 • 2yrs 6 mos

- Pursued a design thesis in the field of disaster management, and applied human-centered design, service design, and systems thinking to improve collaboration and collective preparedness.

+ 2 more qualifications

SKILLS

UX/UI Design

User Persona

User Stories & Use Case

Information Architecture

Wireframing

Design Systems

Interaction Design

Concept Walkthrough

Storyboarding

2D & 3D Ideation

Prototyping

Concept Development

Usability Testing

Heuristics Analysis

UX Research & Strategy

Contextual Inquiry

Remote Interviewing

Fly-on-the wall

Empathy Mapping

User Journey Mapping

Task Analysis

Secondary Research

Insight Synthesis

Opportunity Analysis

Strategic Design Thinking

Ecosystem Mapping

Motivation Mapping

Product Scoping

Future Studies

Service Blueprinting

TOOLS

Linear | Jira | Trello | Wrike
Slack | Notion
Adobe Creative Suite
Figma | Webflow | Miro
GitHub | Storybook
Google Analytics | Twillio
Maya | Infraworks | AutoCAD

AWARDS & HONORS

Finalist
Adobe Design for Change Contest
2020

Top 12
Create the Future - TechBriefs Design
2020

Merit Scholar
2018 - 2021